



Job Posting

Title: Digital Marketing Specialist

*For more information on this full-time benefited position, please contact Mark Anderson, Director of Human Resources, at (317) 927-7508 or email manderson@indianastatefair.com. To apply for this position, please visit <http://www.candidatelink.com/indianastatefair>. Thank you for your interest.

Position Summary

The purpose of this position is to support the marketing team with social media, digital marketing, database management and communications.

Essential Functions and Responsibilities

1. Coordinate, implement and monitor social media activity for the ISFC, including Twitter, Facebook, Instagram and Pinterest.
2. Implement a comprehensive social media plan for the ISFC.
3. Implement a yearly digital marketing plan for the ISFC.
4. Coordinate the content and back of house for both the Fair and Fairgrounds websites.
5. Coordinate the annual schedule of events information for digital distribution with the Event Services Team.
6. Content management and development coordination of the Indiana State Fairgrounds App.
7. Content management and development coordination of the Public Address for the annual Indiana State Fair.
8. Develop and maintain reporting system for all digital marketing tools (website stats, social media stats, etc.)
9. Assist with the Marketing Street Team development and scheduling; creation of marketing tools for distribution.

Special Projects:

1. Research, development and planning for use of the latest tools in social media.

Skill Requirements

1. **Energy Level:** Responds well to demands on time and generally works at a brisk pace. Self-starter, ability to multi-task and self-motivated. Good time utilization and a capacity for a fast-paced environment.
2. **Flexibility:** Able to remain open-minded and change opinions on the basis of new information; performs a wide variety of tasks and can change focus quickly; manages transitions effectively; adapts to varying customer needs.
3. **Continuous Learning:** Able to stay informed of current industry or professional trends; learns and applies new concepts and demonstrates career self-reliance; identifies own self-development goals.
4. **Innovation:** Able to challenge conventional practices; adapts established methods for new uses; pursues ongoing systemic improvements; plays with concepts and ideas to create novel solutions to problems.
5. **Planning:** Able to manage multiple projects; determines project urgency in a meaningful and practical way; uses goals to guide actions; creates detailed action plans; organizes and schedules people and tasks.
6. **Quality:** Able to maintain high standards despite pressing deadlines; establishes high standards and measures; does work right the first time; tests new methods thoroughly; reinforces excellence as a

fundamental priority.

7. **Technology:** Able to quickly learn and understand technical aspects of the position; embraces technology; appreciates and understands a high level of complexity, technology and innovation ; anticipates the next generation of technology
8. **Teamwork:** Able to share credit with coworkers; displays enthusiasm and promote a friendly work environment; works closely with other departments, as necessary; supports group decisions; displays team spirit.

Educational/Experience Requirements

- Bachelor's degree in communication, business or marketing; or 2-3 years of experience in digital marketing

Job Complexity

This position requires some judgment in applying well-established procedures and methods.

Supervisory Responsibilities

This position has partial responsibility over 1-2 positions including a Digital Marketing Intern.

Supervision Received

Receives routine supervision; work is performed under general guidelines, procedures and rules. The Marketing Manager assigns and reviews work.

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